ABSTRACT OF THE DISCLOSURE

To provide a sales supporting system capable of providing information on stores suitable for purchasers without troubling the purchasers. The sales supporting system includes: a store information transmitting unit 101 for transmitting store information including information on at least goods and prices that stores are dealing in, and positions of the stores; a unit 105 for guiding routes to destinations of purchasers; a unit 103 for listing stores that deal in goods for desired purchase according to inputs of the purchasers based on store the information transmitted by the store information transmitting unit; a unit 107 for calculating costs C_2 necessary for movements to the destinations via the listed stores respectively; a unit 109 for calculating priority level judging parameters P from sums of the costs C_2 and prices of the goods to give priority to stores for purchase in order of smaller priority level judging parameters P; and a unit 111 for notifying the purchasers of store information based on the set priority.